WHAT IS CLAIMED IS:

1   1.   A method comprising:

2   receiving at least conjoint survey data concerning

3   consumer experience with a brand;

4   processing at least the conjoint survey data to produce

5   marketing analytics; and

6   presenting the marketing analytics in at least one of a

7   plurality of selectable forms to allow a user to make a

8   decision.

1   2.   The method of claim 1 further comprising receiving at

2   least one of a traditional survey data, company profitability

3   data, market share data, consumer behavioral data and product

4   catalog data.

1   3.   The method of claim 1 wherein the marketing analytics are

2   displayed in a form specified by a user.

1   4.   The method of claim 1 further comprising updating the

2   conjoint survey data at predetermined intervals.

1   5.   The method of claim 1 wherein a presentation engine is

2   used to provide a variety of display choices to a user.

1   6.   The method of claim 1 further comprising generating

2   simulation data using the marketing analytics.

7. The method of claim 1 wherein the marketing analytics include at least one of a utility analytic, a trend analytic, an attribute importance analytic, a competitive advantages and opportunities analytic, and an improvement opportunities analytic.

8. An apparatus comprising:

a memory; and

a processor coupled to the memory, wherein the processor is configured to:

receive data including at least conjoint survey data concerning consumer experience with a brand,

process the data to produce marketing analytics, and

present the marketing analytics in at least one of a plurality of selectable forms so that a user can make a decision.

9. The apparatus of claim 8 wherein the data received by the processor further includes at least one of a traditional survey data, company profitability data, market share data, consumer behavioral data and product catalog data.

10. The apparatus of claim 8 wherein the processor is configured to display marketing analytics in a form specified by a user.

11. The apparatus of claim 8 wherein the processor is further configured to update the conjoint survey data at predetermined intervals.

1   12   The apparatus of claim 8 further comprising a

2   presentation engine associated with the processor for

3   providing a variety of display choices to a user.

1   13.   The apparatus of claim 8 further comprising a

2   presentation engine associated with the processor for

3   generating simulation data using the marketing analytics.

1   14.   The apparatus of claim 8 wherein the marketing analytics

2   include at least one of a utility analytic, a trend analytic,

3   an attribute importance analytic, a competitive advantages and

4   opportunities analytic, and an improvement opportunities

5   analytic.

1   15.   An article comprising a computer-readable medium that

2   stores executable instructions for causing a computer system

3   to:

4   process data including at least conjoint survey data

5   concerning consumer experience with a brand; and

6   present the marketing analytics in at least one of a

7   plurality of selectable forms so that a user can make a

8   decision.

1   16.   The article of claim 15 further comprising instructions

2   for causing the computer to process data including at least

3   one of a traditional survey data, company profitability data,

4   market share data, consumer behavioral data and product

5   catalog data.

1   17.   The article of claim 15 further comprising instructions

2   for causing the computer to display the marketing analytics in

3   a form specified by a user.

1   18.   The article of claim 15 further comprising instructions

2   for causing the computer to update the conjoint survey data at

3   predetermined intervals.

1   19.   The article of claim 15 further comprising instructions

2   for causing the computer to process the marketing analytics

3   using a presentation engine to provide a variety of display

4   choices to a user.

1   20.   The article of claim 15 further comprising instructions

2   for causing the computer to generate simulation data using the

3   marketing analytics.

1   21.   The article of claim 15 wherein the marketing analytics

2   include at least one of a utility analytic, a trend analytic,

3   an attribute importance analytic, a competitive advantages and

4   opportunities analytic, and an improvement opportunities

5   analytic.

1   22.   A method comprising:

2   accessing a system that is configured to process

3   marketing analytics and provide a variety of selectable

4   display choices, wherein the marketing analytics are based on

5   at least conjoint survey data concerning consumer experience

6   with a brand;

7   selecting a display choice; and

8   viewing the marketing analytics in response to the

9   selection.

1   23. The method of claim 22 comprising accessing the system

2   over a network.

1   24.   The method of claim 22 further comprising requesting the

2   system to perform simulations based on the marketing

3   analytics.

1   25. The method of claim 22 wherein the marketing analytics

2   include at least one of a utility analytic, a trend analytic,

3   an attribute importance analytic, a competitive advantages and

4   opportunities analytic, and an improvement opportunities

5   analytic.

1   26. An apparatus comprising:

2   a memory; and

3   a processor coupled to the memory, wherein the processor

4   is configured to:

5   access a system that is configured to process

6   marketing analytics and provide a variety of selectable

7   display choices, wherein the marketing analytics are

8   based on conjoint survey data concerning consumer

9   experience with a brand,

10   provide a selection of display choices, and

11   display the marketing analytics in response to the

12   selection.

1   27.   The apparatus of claim 26 wherein the processor is

2   configured to access the system over a network.

1   28.   The apparatus of claim 26 wherein the processor is

2   configured to request a simulation based on the marketing

3   analytics.

1   29.   The apparatus of claim 26 wherein the marketing analytics

2   includes at least one of a utility analytic, a trend analytic,

3   an attribute importance analytic, a competitive advantages and

4   opportunities analytic, and an improvement opportunities

5   analytic.

1   30.   An article comprising a computer-readable medium that

2   stores executable instructions for causing a computer system

3   to:

4   access a system that is configured to process marketing

5   analytics and provide a variety of selectable display choices,

6   wherein the marketing analytics are based on at least conjoint

7   survey data concerning consumer experience with a brand;

8   provide a selection of display choices; and

9   display the marketing analytics in response to the

10   selection.

1   31.   The article of claim 30 further comprising instructions

2   for causing the computer to access the system over a network.

1   32.   The article of claim 30 further comprising instructions

2   for causing the computer to request simulations based on the

3   marketing analytics.

1   33.   The article of claim 30 wherein the marketing analytics

2   include at least one of a utility analytic, a trend analytic,

3   an attribute importance analytic, a competitive advantages and

4   opportunities analytic, and an improvement opportunities

5   analytic.

1   34.   A tool comprising:

2   an analytic engine for processing at least conjoint

3   survey data regarding at least one brand and for grouping the

4   processed data according to a plurality of marketing

5   analytics; and

6   a presentation engine for displaying the marketing

7   analytics based on a user selection.

1   35.   The tool of claim 34, wherein the presentation engine is

2   utilized to perform simulations based on at least one

3   marketing analytic.

1   36.   The tool of claim 34, wherein the marketing analytics

2   include at least one of a utility analytic, a trend analytic,

3   an attribute importance analytic, a competitive advantages and

4   opportunities analytic, and an improvement opportunities

5   analytic.

1   37.   The tool of claim 34 wherein the analytic engine

2   processes at least one of traditional survey data, company

3   profitability data, market share data, consumer behavioral

4   data and product catalog data.